SP-160
[A II-1]

Conference with Darrell Huff
on December 13, 1965

Attached is a copy of a preliminary outline of the items Darrell Huff proposes to cover. The penciled comments and marks are mine. They indicate that we asked him to go into depth in the first instance on items I, IV (first and last parts), VI (second and third parts), XI (last three parts) and XII.

Additionally, we suggested, and Huff agreed, that he consider adding a section on the other possible explanations for the observed correlations between smoking and health to XII.

Additionally, Huff has agreed to give priority to the following:

(a) Demonstrating that the scare tactics of such slogans as "One out of ten babies born in 1965 will die of XYZ disease" can be lumped together from such sources as women's magazines to show that fifty out of every ten Americans--or some such figure--will die of the various horrors listed.

(b) He will consider means of dealing with the American Cancer Society's self-interest

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in pushing the smoking--lung cancer theory.

(c) He will look into the over-emphasis by voluntary health agencies seeking funds for the perils they wish to fight and perhaps will prick a few holes in the polio balloon by contrasting it with some other more important diseases which have not received appropriate attention. He has in mind the claim of success that the polio people can make regarding the Salk vaccine.

Huff indicated that he would be in a position to report on the above priority items from his outline and the additional items above listed sometime shortly after the holiday season. This material will be circulated when received. In the meantime, any comments or suggestions will be appreciated, so they can be passed on to Huff for him to do the necessary.

EJJ.

E. J. Jacob

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